

What Is Claimed Is:

1. A request based delivery system for delivering to a consumer, specific consumer information authorized by the consumer and related to one or more products or services in which the consumer is interested, the delivery system comprising:

one or more databases which store product information related to one or more products;

a communications network;

a consumer computing device which allows a consumer to connect to the communications network; and

one or more servers communicating with the one or more databases and the communications network, the one or more servers providing electronic documents over the communications network to the consumer computing device, wherein at least one server includes:

a filtering module which allows the consumer to filter the product information stored in the databases and select one or more of the products,

a subscription module which allows the consumer to subscribe to one or more request services for each of the selected one or more products,

a formatting module which, after receiving consumer information from one or more vendors of the selected one or more products, generates one or more deliverables having portions of the consumer information corresponding to the one or more request services subscribed to by the consumer.

2. The marketing system of Claim 1, further comprising:

a message delivery server including an email exchange server,

wherein at least one of the one or more deliverables comprises an email, and wherein the email exchange server sends the email to the consumer.

3. The marketing system of Claim 1, wherein the products include services.
4. A method of providing request-based consumer information to a consumer, the method comprising:
- receiving a selection of one of the one or more filtering mechanisms designed to filter information into organized product listings;
 - providing a consumer with the organized product listings corresponding to the selection;
 - receiving a subscription from the consumer to one or more request services corresponding to one or more products listed in the organized product listings, wherein the subscription authorizes the delivery of consumer information corresponding to the one or more request services; and
 - delivering the consumer information to the consumer.
5. The method of Claim 4, wherein the consumer information is delivered to the consumer when one or more portions of the consumer information changes.
6. The method of Claim 4, wherein the organized product listings include service listings and at least one of the request services corresponds to one or more services listed in the service listings.
7. The method of Claim 4, wherein at least one of the one or more filtering mechanisms comprises one of Boolean and natural language searching.
8. The method of Claim 4, wherein at least one of the one or more filtering mechanisms comprises interactive browsing.
9. The method of Claim 4, wherein at least one of the one or more filtering mechanisms comprises one or more search constraints.
10. The method of Claim 9, wherein at least one of the one or more search constraints comprises one of "Company," "Brand," "Product," and "Service."

11. The marketing system of Claim 4, wherein at least one of the one or more request services comprises one of "Discounts," "Comparisons," "New Releases," "General Information," "Catalogs," and "Special Offers."

12. A request based marketing system for allowing a consumer to specifically authorize consumer information to be delivered from time to time to the consumer, the marketing system comprising:

one or more databases which store consumer information organized into one or more request services, wherein the consumer information comprises information related to one or more products; and

one or more servers which format and deliver to a consumer, a deliverable having portions of the consumer information related to at least one request service of the one or more request services, the at least one request service being subscribed to by the consumer.

13. The marketing system of Claim 12, wherein at least one of the one or more products comprises one or more services.

14. The marketing system of Claim 12, wherein at least one of the one or more request services comprises "Discounts."

15. The marketing system of Claim 14, wherein the request service "Discounts," comprises one of "Sales," "Coupons," and "Rebates."

16. The marketing system of Claim 12, wherein at least one of the one or more request services comprises "Comparisons."

17. The marketing system of Claim 16, wherein the request service "Comparisons," comprises one of "Price," "Policies," and "Opinions."

18. The marketing system of Claim 12, wherein at least one of the one or more request services comprises "New Releases."

19. The marketing system of Claim 18, wherein the request service "New Releases," comprises one of "Planned Releases," and "Future Prototypes."

20. The marketing system of Claim 12, wherein at least one of the one or more request services comprises "General Information."

21. The marketing system of Claim 20, wherein the request service "General Information," comprises one of "News," "Locations," "Support," and "Events."

22. The marketing system of Claim 12, wherein at least one of the one or more request services comprises "Catalogs."

23. The marketing system of Claim 22, wherein the request service "Catalogs," comprises one of "Online," and "Mail Order."

24. The marketing system of Claim 12, wherein at least one of the one or more request services comprises "Special Offers."

25. The marketing system of Claim 24, wherein the request service "Special Offers," comprises one of "Surveys," "Focus Groups," and "Samples & Feedback."

26. The marketing system of Claim 12, wherein the at least one request service being subscribed to includes one or more delivery parameters set by the consumer.

27. The marketing system of Claim 26, wherein at least one of the one or more delivery parameters comprises one of frequency of delivery, delivery when the consumer information reaches a threshold, a date range, a delivery schedule, an action by a supplier of the consumer information, and an action by the consumer.

28. The marketing system of Claim 12, wherein the consumer information comprises dynamic consumer information.

29. The marketing system of Claim 12, wherein the deliverable comprises one of an email, a mail message, a page, a telephone call, a telephone message, a mobile phone call, a mobile phone message, and a message to a consumer computing device.

30. A method of providing consumer information about a product to a consumer interested in the product, the method comprising:

receiving a selection of a product by a consumer;

organizing consumer information about the product into specific subject areas;

receiving a selection of one or more of the specific subject areas; and

formatting a deliverable to be sent to the consumer, the deliverable including portions of the consumer information corresponding to the selected one or more specific subject areas.

31. The method of Claim 30, wherein the product comprises a service.

32. The method of Claim 30, wherein the receiving the selection of the product comprises receiving search constraints including one of "Company," "Brand," "Product," and "Service."

33. The method of Claim 30, wherein the receiving the selection of the product comprises receiving searching criteria and returning search results.

34. The method of Claim 30, wherein the receiving the selection of the product comprises receiving selections of topical and subtopical information.

35. The method of Claim 30, wherein the receiving the selection of the product comprises receiving information acquired by the consumer using a consumer computing device capable of reading barcodes.

36. The method of Claim 35, wherein the personal computing device comprises one of a personal digital assistant and a mobile phone.

37. The method of Claim 30, wherein the consumer information includes dynamic consumer information.

38. The method of Claim 30, wherein at least one of the specific subject areas comprises consumer-specified parameters, wherein at least one of the consumer-specified parameters comprises one of a frequency of delivery, a delivery schedule, a delivery when the consumer information reaches a threshold, a delivery date range, an action by a supplier of the consumer information, and an action by the consumer.

39. The method of Claim 30, wherein at least one of the specific subject areas comprises one of "Discounts," "Comparisons," "New Releases," "General Information," "Catalogs," and "Special Offers."

40. The method of Claim 30, wherein at least one of the specific subject areas comprises one or more request services.

41. The method of Claim 30, wherein the deliverable includes one of an email, a mail message, a page, a telephone call, a telephone message, a mobile phone call, a mobile phone message, and a message to a consumer computing device.

42. The method of Claim 30, wherein the deliverable allows the consumer to purchase the product.

43. The method of Claim 30, wherein the deliverable allows the consumer to access online information from a vendor of the product.

44. The method of Claim 30, wherein the deliverable allows the consumer to access additional online information.

45. The method of Claim 30, wherein the deliverable allows the consumer to select more of the one or more specific subject areas.

46. A method of organizing online product information from multiple vendors in order for a consumer to efficiently request specific information corresponding to a particular product, the method comprising:

gathering product listings from multiple vendors;

organizing the product listings by brand; and

providing a consumer with an option to request additional information about at least one product in the product listings marketed under at least one brand.

47. The method of Claim 46, further comprising providing the consumer with the additional information.

48. The method of Claim 46, wherein at least some of the product listings comprise service listings and the consumer may request the additional information about at least one service in the service listings.

49. The method of Claim 46, wherein the option to request the additional information includes providing the consumer with the option to subscribe to one or more request services.

50. The method of Claim 49, wherein at least one of the one or more request services comprises one of "Discounts," "Comparisons," "New Releases," "General Information," "Catalogs," and "Special Offers."

51. A method of organizing online product information from multiple vendors in order for a consumer to efficiently request specific information corresponding to a particular product, the method comprising:

- gathering product listings from multiple vendors;
- organizing the product listings by company; and
- providing a consumer with an option to request additional information about at least one product in the product listings marketed by at least one company.

52. A method of organizing online product information from multiple vendors in order for a consumer to efficiently request specific information corresponding to a particular product, the method comprising:

- gathering product listings from multiple vendors;
- organizing the product listings by product; and
- providing a consumer with an option to request additional information about at least one product in the product listings.

53. A method of placing advertisement information for one or more products with consumers directly interested in the one or more products, the method comprising providing advertisement information for a product to an online company, the advertisement information including a listing of the product and consumer information about the product, wherein the online company obtains subscribers to one or more request services and delivers that portion of the consumer information to the subscriber corresponding to the one or more request services to which the subscriber subscribed.

54. The method of Claim 53, wherein at least one of the one or more products comprises a service.

55. A method of obtaining information about a product, the method comprising:

- accessing an online service;
- selecting a product from product listings of the online service;
- subscribing to one or more subject areas of consumer information about the selected product;
- designating delivery parameters corresponding to the subscription, wherein the delivery parameters govern when the consumer information corresponding to the subscribed-to subject areas will be delivered; and
- receiving the consumer information corresponding to the subscription.

56. The method of Claim 55, wherein the product comprises a service.

57. The method of Claim 55, wherein the delivery parameters govern how the consumer information will be delivered.

58. The method of Claim 55, wherein the delivery parameters govern the portions of the consumer information to be delivered.